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This Day was published,

AN ESSAY ON

CUTANEOUS ERUPTIONS,

CLEARLY DEMONSTRATING THAT

Dickinſon's Gowland's Lotion

IS A CERTAIN SPECIFIC FOR CLEARING THE

FACE AND SKIN,

AND ALL PARTS OF THE BODY FROM ALL

SCORBUTIC ERUPTIONS, PIMPLES, &c.

And may be had GRATIS at Mr. DICKINSON's Warehouſe and Office,

No. 55, LONG-ACRE, and No. 168, PICCADILLY,

And of every reputable Vender of Medicines in Town and Country.

ADVERTISEMENT.

THE credit of Gowland's Lotion, and the injunction under which it was received, would always have prevented Mr. DICKINSON from ſubmitting to any mode of public advertiſement, had not a *ſpurious compoſition* been obtruded on the world through the hackneied and humiliating channel of a newſpaper. To prevent, then that diſappointment which muſt accrue to the public from the inefficacy of ſuch a preparation; to prevent, alſo, that diſgrace which might attach itſelf to the genuine article, and, at the ſame time, to preſerve his property, he is COMPELLED to adapt a ſimilar mode.

The Lotion, which is the ſubject of the above Work, was originally invented by a Medical man, ſolely for the cure of DISEASES IN THE SKIN, generally termed *Scorbutic*. Its uſe, however, ſoon marked out for it a field far more extenſive; for on the ſelf ſame principle of Medical Science that it eradicated theſe diſeaſes, it was found by every perſon who had made uſe of it, to have ſo cleared the

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the complexion, by purging the Skin of thoſe acrid particles which indurate and thicken it, that from private recommendation alone, it very ſoon became an appendage to every faſhionable toilet in the three kingdoms; and *the alteration they found in themſelves*, was the baſis of its eſtabliſhment, *and not by advertiſement.**

However ſingular it may ſeem, it is as ſtrangely true, that, in exact proportion as diſeaſes of the ſkin are violent, diſfiguring, and hideous, in the ſame degree exiſts, in ſome people's minds, objection to their cure, from a monſtrous idea that Eruptions, Pimples, Blotches, and Carbuncles, are indiſpenſible with their general health; whereas, inſtead of conſidering them as ariſing from any contaminated ſtate of the blood, they ought to conſider them, as is demonſtrated

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* The firſt circumſtance which gave riſe to the Lotion was a caſe wherein the abilities of the moſt eminent medical characters in the kingdom had been unſucceſsfully exerted. As this remarkable circumſtance, which at once eſtabliſhed the Lotion in all the polite and faſhionable circles, is ſtill remembered by ſome of the moſt EXALTED CHARACTERS AT ST. JAMES'S, we ſhall take the liberty to relate it:

The once lovely and much celebrated Dutcheſs of Kingſton, (when Miſs Chudleigh) was one of the Maids of Honour to the Princeſs Dowager of Wales. In ſituations, thus elevated, our perſonal accompliſhments are the more important, as they are the more conſpicuous; indeed, in all ſituations, beauty and deformity leave upon the mind very different impreſſions; with a face and perſon formed to command the admiration of a court, her ſkin became affected with a lumpy thickneſs and opacity, which threatened to deſtroy her beauty. Like all others in the ſame ſituation, ſhe had recourſe to paints, patches, and coſmetics, of every denomination; theſe were not only ineffectual, but ſerved to increaſe the progreſs of the complaint, until at length the ſkin of the face gave way to a decided, fixed and ſettled eruption. The Phyſicians to the houſehold were called in, and ſhe accordingly ſubmitted to the uſual routine of internal medicine, which conſumed much time, and in the end had no effect—nor were ſea-bathing, a decoction of the woods, and the moſt ſevere regimen, attended with any better ſucceſs. It is neceſſary here to obſerve, that Mr. GOWLAND, the inventor of this Lotion, was at that time Apothecary to the houſehold of her Royal Highneſs the Princeſs Dowager of Wales, (as he was afterwards to that of his preſent Majeſty,) and was conſidered as one of the honeſteſt men of his profeſſion; but this diſtinguiſhed quality, although it procured him the ſteady countenance and protection of his Sovereign, operated differently with thoſe under whom he acted (particularly in this inſtance.) In the capacity of Apothecary to the houſehold, he made up, and had reluctantly adminiſtered to their patient all the farrago of medicines ordered by the Phyſicians; and when their uſeleſs efforts had, at length, intailed diſappointment, grief, and deſpair upon the lady, Mr. Gowland produced, and recommended to her uſe, this Lotion; in a very ſhort time its effects far exceeded his expectation, as alſo the moſt ſanguine hopes of Miſs Chudleigh; for it not only cured the eruption, but ſo far purified and cleanſed the ſkin from every ſpecies of thickneſs and impurity, it had formerly poſſeſſed, that, by the uſe of Gowland's Lotion, the fineneſs of her complexion became actually proverbial.*

This change in her appearance was ſo extraordinary, ſo immediate, viſible, and ſtriking, that from the great noiſe it made in the Drawing-room at St. James's, it became, for the time, the topic of converſation in all the genteel and faſhionable circles about town.—Thus Gowland's Lotion immediately became, and for the laſt fifty years, has maintained its ſituation, as an appendage to every toilet of faſhion,—a ſituation, where diſeaſe is as LOATHSOME, as health and beauty are truly DESIRABLE. Nor is it ſurely any wonder that ſenſible perſons ſhould prefer an advantage ſo permanent, healthy, and laſting, over the deceitful glare of thoſe artificial coverings, which every day require to be renewed at the expence of health, time, and every native charm.

* *See page 46, of Authentic particulars of the Life of the Dutcheſs of Kingſton publiſhed by* BARKER, *Great Ruſſell-ſtreet, Covent-Garden.*

ſtrated in this Pamphlet, as mere defects in the ſkin,—defects, in the partiular glands and veſſels of the ſkin where they happen to be ſeated, occaſioned by a depraved ſecretion in the cutaneous capillary arteries, and the vicious elaborated matter by the cutaneous glands, from their being in a preternatural ſtate; and this ſtate, all kinds of irritation, even *expoſure alone, will often occaſion*; which is one of the reaſons why they are frequently found ONLY in the face.

The beautiful fabric of the human ſkin, is, in all perſons, naturally qualified to exhibit an exquiſite degree of brilliancy and luſtre; but this beauty depends on a freedom from diſeaſe, and in maintaining its original and native clearneſs. Whatever, therefore, will inſure theſe attainments ſurely cannot fail to meet with attention from all thoſe who regard the wholeſomeneſs of their appearance, or the favour of the world, and who wiſh to unite beauty with the more ſubſtantial advantages of a healthy appearance. The effect of Gowland's Lotion being directed to the double purpoſe of cleanſing and and clearing the ſkin, and thereby improving the complexion, as well as to cure it, when in a ſtate of diſeaſe, an attentive peruſal of this work will therefore be found intereſting to perſons of every deſcription and of every rank in life.

It is to be lamented, and indeed is rather hard, that thoſe very perſons whoſe ſkins are moſt delicate, and naturally beſt calculated to exhibit a ſuperior degree of brilliancy and luſtre, are moſt ſubject to be affected, from being leaſt competent to bear thoſe fluctating changes of the weather, to which, in this country, we are ſo conſtantly expoſed. The Thickneſs and Opacity of the Complexion ariſes from a want of energy in the ſkin to oppoſe and reſiſt the denſity and humidity of the external atmoſphere. The inſenſible perſpirable matter which ſhould paſs off (and which in ſkins of a ſtrong coarſe fibre does paſs off) is, in delicate textures, prevented and checked in its eſcape from the pores and capillary arteries, where it is condenſed, and lodges in the extremities of thoſe veſſels. Thus by the detenſion of this matter, and its being locked up in the very body and ſubſtance of the ſkin, the ſkin becomes indurated, thickened, and opaque; when what would otherwiſe have been, and is naturally, the beſt complexion, evidently becomes the worſt. It is, however, ſome conſolation to know, that a very ſhort uſe of the Lotion will preſently diſplay the ſuperiority they actually poſſeſs, and which they are naturally ſo well entitled to exhibit. This Lotion, by a gently ſtimulating quality re-opens the pores, diſſolves the condenſed perſpirable matter, and excites the action of the ſkin to a diſcharge of its ſtagnated contents.—Reſtores and continues its natural functions, and thereby renders, and preſerves it THIN, TRANSPARENT, SOFT, and ELASTIC.

In the various obſtinate and perplexing maladies for which the Lotion is recommended, it is well known and eſtabliſhed in thouſands of the moſt reſpectable families, as the only Specific; the deſirable effects of which is certain; and, however poſitive the aſſertion may ſeem, its truth is a juſtification, namely, *that there never*

yet has occurred one ſingle inſtance where any individual (however obſtinate the caſe) has met diſappointment, who has barely done it the juſtice of perſevering through the uſe of two Quart Bottles, as directed; and, in moſt inſtances, one will have the effect.

It is, however, neceſſary to remark, that theſe benefits are only to be expected from the virtues of the GENUINE Medicine, prepared from the original MS. receipt of Mr. GOWLAND, by ROBERT DICKINSON, agreeable the inſtruction and direction of his father-in-law, who prepared it for the widow, Mrs. GOWLAND, after the death of her huſband, and for ſixteen years after her death; and any but what is ſo prepared, and ſigned by him on every bottle, is aſſuredly counterfeit, and a diſgrace to the genuine medicine, not to be depended upon, and for the effects of which, he cannot be reſponſible, therefore it ſhould always be enquired for by the name of

Dickinſon's Gowland's Lotion.

This caution is particularly directed againſt a compoſition, which is continued to be ſold by a junto, in his father-in-law's old houſe, and is audaciouſly ſigned with his name, except the initials, M. E. and ſometimes Maria Elizabeth Vincent, although there is no ſuch perſon in exiſtence, moreover the Mrs. Vincent, who had an intereſt in it under Mrs. Gowland's Will, was named PENELOPE, and died in December, 1786.* They indeed go ſo far as falſely to aſſert poſſeſſion of the Recipe, calling themſelves "ſole proprietors," and their uncertain, if not dangerous mixtures, "the only Real and Genuine Preparation."—Now nothing is ſo eaſy as to aſſert; but the Public muſt not be impoſed on by aſſertion; it is Mr. Dickinſon's duty to defend them againſt it, whatever may be the expence, or what to him is more, his objection to appearing in print, except againſt ſuch outrage:—He requeſts he may not be miſtaken; it is not that in himſelf, or for himſelf, he oppoſes, or would oppoſe, thoſe perſons, or take the leaſt notice of them. It is in defence of the Public only; and the letters and applications from thoſe who have been deceived by fallacious Advertiſements, ſimilar Bottles, coloured window Bills, (printed in imitation of thoſe with which for years he has ſupplied his venders,) and other ſervile devices that compel him to do it now.

As a cover to their deception much force is artfully reſted upon a Counſellor's opinion; though certainly no perſon ever ſuſpected that Mr. *Mingay* acquired his legal reputation by his *Medical* knowledge. This is not meant to ridicule him, but it is ridiculous to ſuppoſe that Mr. *Mingay* ſhould know any thing of the compoſition of medicine, or what ingredients conſtituted Gowland's Lotion;

* "BURIED at PADDINGTON, in the County of MIDDLESEX, on December the 15th, 1786, PENELOPE VINCENT, from the Pariſh of St. George, Hanover-ſquare.—This is a true copy of the Regiſter kept for Burials and Baptiſms, in the Pariſh aforeſaid;" extracted by

JOSEPH WATHEN, CLERK.

Lotion: and it is as ridiculous, and a groſs inſult on the publiſh underſtanding, to ſuppoſe the artful implication can exiſt a moment after the ſpecious maſk is drawn aſide. Every one muſt know that it is only "FROM THE CIRCUMSTANCES STATED," a Lawyer, gives, or can form any opinion; therefore, it is only neceſſary to deceive a Counſellor by a falſe ſtatement, to ſecure a favourable opinion, becauſe you *beſpeak*, and he is under the neceſſity of *giving* a falſe opinion,—being ignorant of the true facts he can only ſpeak "*from the circumſtances ſtated*" to him. Give any man the liberty to make out his own caſe, *ex parte*, as theſe people have done, and it would be no difficult matter for him to *oblige*, not only Mr. Mingay, but the whole bar, to allow that, "*from the circumſtances ſtated*," the entire eſtates of the Duke of Bedford, or of any other perſon, belonged to ſuch impoſtor, and not to the undoubted heirs and preſent poſſeſſors. Now this is juſt their ſort of claim, and this is that ſort of opinion, as Mr. Mingay very properly obſerves, he gave "FROM THE CIRCUMSTANCES STATED;"* which ſtatement was clearly intended to draw him in as a tool to aid their deſign on the public, and enriching themſelves by means of Mr. Dickinſon's property.

Another tool of a different deſcription, and now almoſt too notorious to render any remark, even upon what he ſwears, neceſſary, has alſo been brought forward under the ſpecious, though deceitful, maſk of an Affidavit, ſtating that he was empowered by Mr. Dickinſon to make theſe people a pecuniary offer. Now the fact is, that this Nichols came to Mr. Dickinſon (whom he was then in the practice of applying to for pecuniary relief,) and of his own accord offered to put an end to this invaſion of his, Mr. Dickinſon's, property, ſaying he was authoriſed by the parties, as they only wanted to raiſe a certain ſum of money.—to which barefaced effrontery and audacious attempt at impoſition, if Mr. Dickinſon, even in appearance, ſeemed to liſten, it was, firſt, becauſe he could procure no redreſs at law againſt a non-entity, there being, as far as his Solicitor can find, no ſuch perſon as M. E. Vincent to ſerve a legal proceſs upon; and ſecondly, to ſave the credulous part of the public from being made the dupes of uſing a compoſition which if it did no harm, muſt in their minds injure the reputation of the genuine medicine;—for he could not poſſibly want to learn how to make Gowland's Lotion, which he had been in the conſtant practice of preparing for many years, and was almoſt daily receiving teſtimonials of its efficacy from perſons of the firſt reſpectability in the kingdom.

To remove, however, all kind of doubt, if ſuch glaring impoſitions and equivocations can excite any, that Mr. DICKINSON is in poſſeſſion of Dr. GOWLAND'S ORIGINAL RECIPE, and the almoſt impoſſibility that any other perſon can know of what ingredients this excellent Medicine is compoſed, they ſhall have not barefaced aſſertion, they ſhall have reference to perſons, dates, time, and place.

* His own words.

place. A man, let him be ever ſo right, can do no more, thoſe who are wrong not ſo much; it will not then be his fault that any ſhould become the dupes of impoſition, but their own, and he will ſtand acquitted of neglect, or diſregard to the public.

In the year 1790, Mr. Dickinſon entered into partnerſhip with his father-in-law, from whom alone theſe perſons can even pretend to have received the leaſt idea of the recipe, (for to Mr. or Mrs. Gowland, their family, connections, or executors, they were entirely unknown,) and conducted the entire buſineſs for ſome time, when the latter agreed to make an immediate aſſignment of the whole property to him, his ſon-in-law, for a valuable conſideration, and upon condition of receiving a certain annuity in lieu of the profits ariſing therefrom.—Theſe terms being acceded to, upon executing the aſſignment he made *a ſolemn affidavit, that he never had before given, or ever would give the recipe to make Gowland's Lotion to any other perſon than to the ſaid Robert Dickinſon*, whom, upon his death, he left the whole and ſole executor of his will, and with conformity to which, Mr. Dickinſon was ordered by Government to receive, and actually did receive by the hands of Mr. Cook, of the Exchequer, (who reſides in Charlotte-ſtreet, Bloomſbury,) all arrears of ſalary, and monies due to him for the offices he held, and for which facts, he refers to the MARQUIS of SALISBURY, Chamberlain of the King's Houſehold.

The Articles of Partnerſhip, drawn by Mr. N. Allen, of Lincoln's Inn; the aſſignment and the annuity-bond, drawn by Mr. Blagrave, of Thavies Inn; the affidavit, ſigned by W. Maſon, Eſq. before whom it was ſworn; and an atteſted copy of the will, may be ſeen at Mr. Dickinſon's houſe, No. 55, Long-Acre.

Such being the facts, it would be almoſt inſulting the moſt common underſtanding to urge any thing farther in proof of the inſidious attempts to infringe on Mr. Dickinſon's property, and of his *inconteſtible right* (ariſing from *purchaſe*, and not from any plea of conſanguinity) to, and *actual* poſſeſſion of, Dr. GOWLAND'S REAL and GENUINE RECIPE:—it remains therefore only to ſhew that Mr. Dickinſon's *knowledge* of its *compoſition*, is equal to his right, and that the quantity which has been made and vended by him for *many years* has been no leſs *efficacious* than when prepared by the ingenious inventor himſelf:—this he conceives the following authentic teſtimonials tranſmitted to him at different periods, and taken from ſeveral hundred others (ſee the Pamphlets) as well known and reſpectable, muſt put beyond all doubt or controverſy.

To Mr. DICKINSON, *No.* 55, *Long-Acre.*

"SIR, For upwards of ſeventeen years I have been diſtreſſed with a dreadful ERRIT all over my Face, *originally occaſioned by exceſſive grief* at the death of a child; it is therefore with thanks I inform you that by the uſe of one bottle of your excellent Lotion, the complaint is ſo far removed as to make my friends conſider it little ſhort of a miracle, and I am confident one more bottle will render the ſkin of my face as clear as it was at any period of my life:—the truth of which I ſhall be happy to confirm to any perſon who may take the trouble of calling upon me at the Rev. Mr. Beathin's, No. 26, Bow-lane, Cheapſide.

I am, Sir, your much obliged,

April 5, 1800. K. WHITE.

To Mr. DICKINSON, *No.* 55, *Long-Acre.*

" SIR,

" IF I was ſkilled enough in deſcription, to give a correct picture of the former ſtate of my diſeaſe, contraſted with its preſent degree of improvement, I ſhould eſteem my endeavours laudably exerted. As however I think my own, or any other pen, unequal to conveying a full idea of the late deplorable condition of my face, a general account muſt ſuffice. I had an eruption, from I know not what cauſe, as hideous as ever was ſeen, conſiſting of cluſters of inflamed and ulcerated lumps, and accompanied with a general efflorefcence. To repeat the train of regular medical means it [illegible]ne through would be as tedious as it would be inviduous to point out the recommenders; it is ſufficient to ſay, that the remedies I uſed were of the moſt varied deſcription, indeed, till variety was exhauſted, and that with complete inefficacy, they took up a period of two years. I have now uſed your Lotion a month, and ſo remarkable have been its powers, that had not the amendment been the moſt progreſſive, I ſhould have doubted the ſource of it. From the diſfigured ſtate I before deſcribed, my face is altogether *clear* and *well*, and that by a mode the moſt pleaſant and ſatisfactory. I have given you thoſe facts, and wiſh they may poſſeſs all the force with my fellow-ſufferers, which I am confident your admirable remedy deſerves, and remain,

" Your obliged Servant,

BRISTOL. ANTHONY CRUGER.

*** This Gentleman is ſon to the late Member of Parliament for Briſtol.

The following very expreſſive Letter was received from Mrs. Anſtruther, ſiſter-in-law to the Member of Parliament for Cockermouth, and lately appointed Chief Judge in the Supreme Court of Judicature at Calcutta, in Bengal.

" SIR,

" HAVING got ſome bottles of your Gowland's Waſh from Mr. Elder, of Edinburgh, and it being near finiſhed, I will eſteem it as a favour, if you will ſend me down to Briſtol, four bottles, pints, at 5s. 3d. each, of the Genuine Gowland's Waſh.

I have found it a great cleanſer and clearer of the ſkin,
though at firſt it occaſioned rather an alarming ſcurf.

" Let them be carefully packed, and ſent by James Sartain, James's flying waggon, for Mrs. Patterſon Anſtruther, at Mr. Calder's, Apothecary, Dowry-ſquare, Hot Wells, Briſtol.

HOT WELLS, BRISTOL, " I am, &c.
Jan. 5, 1791. " A. P. W. ANSTRUTHER."

To Mr. DICKINSON, *No.* 55, *Long-Acre.*

Lymington, 4th Auguſt, 1801.

SIR,

HAVING found ſo much benefit from the uſe of your Lotion, muſt requeſt you will ſend me another Guinea Caſe immediately by the Waggon. I am happy to ſay, I am perfectly recovered, except three ſpots on my left arm, which I make no doubt will diſappear very ſhortly; indeed the wonderful cure it has performed on me merits may warmeſt recommendation, and I never intend being without it. Should I ever go to London, will do myſelf the pleaſure of calling to return my moſt grateful thanks, with wiſhing you every ſucceſs.

I am, Sir, your humble Servant,

A. MACKILWAIN.

To Mr. DICKINSON, *No.* 55, *Long-Acre.*

St. James-Square, Nov. 14*th*, 1800.

Mrs. FRANCO preſents her compliments to Mr. Dickinſon; ſhe cannot, in juſticce to the good qualities of his Lotion, omit mentioning a circumſtance, which has proved to her its highly beneficial effects.

Mrs. Franco had, about four months ago, a confluent ſmall pox, by which ſhe was much marked, but in conſequence of uſing the Lotion for three weeks, the ſpots to which it was applied, have entirely diſappeared, although thoſe parts which have not been waſhed with it, are but little approved in appearance.

As theſe reſpectable teſtimonies muſt be ſufficient to prove, ſatisfactorily, the power of the Lotion, as prepared by Mr. Dickinſon, to cure all Eruptions, and remove every blemiſh on the ſkin, the proprietor will content himſelf with ſelecting but one more from the vaſt number in his poſſeſſion, and which he received from the celebrated Dr. GARNETT, late of Harrowgate, and who, from his great Medical knowledge, was ſelected and appointed Profeſſor and Lecturer to the ROYAL INSTITUTION.

To Mr. DICKINSON, *No.* 55, *Long-Acre.*

" SIR,

" I have tried your Lotion in various ſpecies of Cutaneous Eruptions, and " when I have been diſappointed in its effects, I have had reaſon to attribute " that diſappointment more to the inattention of the patient, than to the " want of power in the Lotion. The ſulphurated waters of this place ſome- " times cure theſe complaints, but there are many inſtances in which they " have failed, where the Lotion has ſucceeded, particularly in the *herpes* " *farinoſus*, and in that ſpecies of *herpes piſtuloſus* which affects the face. In " theſe caſes I have generally ſucceeded by the application of the Lotion. " Indeed, in almoſt every inſtance in which I have tried it, its good effects " have been evident.

I am, &c. T. GARNETT."

HARROWGATE, *June* 16, 1794.

As experience teaches that Medicines are ſubject to the arts of the unprincipled in propoſition to their excellence and reputation, It may be neceſſary to repeat, that this ſhould always be enquired for in the name of

DICKINSON's GOWLAND's LOTION,

Prepared at No. 55, LONG-ACRE, LONDON.
(I ſay it ſhould be *aſked* for in that name.)

Pleaſe to obſerve that a LABEL is paſted on every BOTTLE, which is GENUINE, ſigned by the NAME and in the HAND-WRITING of the PROPRIETOR, as follows, all not ſo ſigned are COUNTERFEIT.

This Bottle is prepared by me, } *Rob.t Dickinson* { At the Warehouſe, No. 55, Long-Acre.

And One Hundred Pounds reward will be paid on conviction of a Counterfeit and forgery of this Signature.

This LOTION may alſo be had Genuine, (IF SIGNED AS ABOVE) of every reputable Vender of Medicines in Europe.

The Guinea Caſe, containing five pints, ordered by letter, ſent to all parts of England from Long-Acre only, and warranted to arrive ſafe; in this there is a ſaving of Five Shillings and Three-pence.—The reaſon for this great difference in the price, is, that perſons, by purchaſing this quantity, give the article an opportunity of diſplaying thoſe powers, and of producing thoſe effects, which half the quantity would not do. By this meaſure BENEFIT to the purchaſer is made CERTAIN, and the credit of the medicine is thereby the more advanced.

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